

Syllabus
MCOM 3380 Brand Identity Design

T TH 2:00 PM – 3:20 PM
Fall 2022

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(The best way to contact me is email)

Office Hours: Wednesdays 11:00 AM and 2:00 PM and by appointment

Course Overview:

Brand Identity Design covers the theory and practice of creating brand identity design products. A brand is expressed in a system of tangible items that fuel the recognition of that brand. These items will typically have a strong identity that separates them or makes them stand out from the crowd. The emphasis in this course is for students to learn brand strategy and what it takes to Zag or be very different. By practice learn how to create and design projects such as logos, print ads, stationery, business cards, that support and enhance the brand with the aid of various graphic applications. (MCOM 2306 Media Design or demonstrated competency with software.)

Student Learning Outcomes:

1) Demonstrate progressive Adobe Creative Suite application competency with the following applications, Adobe InDesign, Adobe Illustrator, Adobe Photoshop.
2) Create their own graphics and creative projects such as logo design, ad designs, brochures, stationery, photography and more with the use of these applications.
3) To understand various methods of creating brand identity products such as (but not inclusive of all) logos, posters, ad design and campaigns, greeting cards, and more which will be useful for personal and/or commercial publication.
4) Using preferred brand identity methods, research and communicate the viability of an idea or a brand with a strategy.
5) With the creative brief as a guide, apply the theories of design to create an identity for a product or service. Construct a style or graphics standards guide to support a consistent brand image.
6) Understand what differentiates or sets a product apart from others.
7) Know how to draw up a brand strategy, client brief and design strategy.

Required Textbooks and Readings:

- Designing Brand Identity: An Essential Guide for the Whole Branding Team [Hardcover] by Alina Wheeler Edition: 5th 18
ISBN: 9781118980828
EBOOK: by Wheeler, Alina (9781119375418) SKU:9781119375418 - 5TH 18
Or through VitalSource
<https://www.vitalsource.com/referral?term=9781119375418>
- Do-It-Yourself Brand Design: Make Logos, Ads and Everything In-Between Paperback – March 27, 2014 by Gabrielle Weinman (Author)
ISBN-10: 1496143396, ISBN-13: 978-1496143396
- Zag: The Number One Strategy of High-Performance Brands [Paperback]
ISBN-13: 978-0321426772 ISBN-10: 0321426770 Edition: 1st by Marty Neumeier
EBOOK: by Neumeier (9780132798129) SKU:9780132798129 – 07
Or through VitalSource at:
<https://www.vitalsource.com/referral?term=9780132798129>

[Adobe Creative Cloud Subscription](#) - \$19.99 Month (Not required, but helpful for 24-hour access to Adobe applications).

Alternative: Make use of the school supplied lab computers, in CAS 106.

Additional Cost:

Piddlin' Pottery - \$15 - \$25 (required)

Additional supply cost - \$20

Design Club Membership - \$10

[Dallas Society of Visual Communicators](#) DSVC - \$6.50 month, or \$50 year

Special Course Notes: -- The listed items are required.

- 1) A PC or Macintosh computer that is capable of running graphic applications. A minimum of 8 Gb of RAM or more. The mini computers are not recommended.
- 2) The computers in CAS 106 are available for your use according to schedule posted, but now while another class is in session.
- 3) Permission form for use of photographs and artwork in publications, and website.
- 4) Field Trip – Attend two learning sessions at Tyler Innovation Pipeline.
- 5) A large part of this course is comprised of learning the tools of graphic design by exercise.
- 6) Guest Speaker – Attend
- 7) Join Art Organization
- 8) Photography/Video Consent Form

Assignments and weights/point values

1. Exercises (To include: Field Trips, Guest Speakers, Critiques, Class Participation, and more)	25%
2. Exams or Quiz	30%
3. Projects (To include: Service Project, and more).	35%
4. Attendance	10%
Total	100%

Grading Scale:

A	93% or greater
B	83 – 92%
C	73 – 82%
D	63 – 72%
F	below 63%

Late Work and Make-Up Exams: UT Tyler does have a [Class Attendance policy](#) in the catalog. For those unexpected events that occur in our lives, most of the time you will receive full credit for late work. Other situations may result in a 10 – 20 pt. grade reduction.

Graded Course Requirements Information: *TEC 51.9705 (HB 2504) requires that you list AND describe all major assignments. It is absolutely acceptable to provide an overview and note that detailed information will be provided in class.*

- 1) Introductory Exercise – To include 10 questions that show that you have a good
 - a) Quiz - To show understanding of course objectives.
- 2) Zag: (Checkpoints, Logo, Exam)
This project will be to learn the major components of a successful brand by one of the best brand strategists, and on a most basic level, learn how to design a logo for it. To finish up take an exam to test the understanding of brand strategy.
- 3) Designing Brand Identity: (Exam and Exercise)
 - a) Chapter 1 and 2 - Assignment is to gain a better understanding of a brand in regard to what they are, what they represent, and an introduction to some of the best designed brands. Followed up by an exam.
 - b) Chapter 3 – Case Studies will be studied in an effort to familiarize with some of the best designed brands and see what a complete designed identity package looks like. Quiz
- 4) Do-It-Yourself Brand Design: (Template, Creative Morning Pre-Package)
 - a) This book introduces the students on HOW to create the identity products, such as a logo, mood boards, ad design.

- 5) Special Final Project:
 - a) Makerspace Project – Create your own project, brand it, and create an identity system that goes with it.
 - b) Brand Identity – Piddlin’ Pottery. Take place in the designing of a piece of pottery and assist Piddlin’ Pottery with ideas to develop their brand.

- 6) Critique:
 - a) They are required and important for learning and understanding of the design process.

- 7) Meet your professor: This is an opportunity where you meet with the instructor to get to know your professor a little better and discuss any possible concerns.

Calendar of Topics, Readings, and Due Dates

Note the last date to drop the course is included in the calendar along with the final exam date and time.

A – Assignment LEC – Lecture DIS – Discussion CRIT – Critique

Module 1: Introduction / Zag / Graphic Design / Designing Brand Identity			
<i>Week #</i>	<i>Date</i>	<i>Class Topic</i>	<i>Readings for Next Class</i>
Week 1	T 8/23	A – Getting Started A – Introductory Read – Syllabus	Graphic Design video
	TH 8/25	Graphic Design Overview / Video	
Week 2	T 8/30	History of Branding Quiz: Getting Started / Graphic Design Video Exercise: Padlet Wall	
	TH 9/1	Applications Exercise: Template	
Week 3	T 9/6	Movie: Joy Exercise: Answer questions Competition: The Big Idea Pitch	
	TH 9/8	Field Trip: Piddlin' Pottery Exercise: Painting Design	Zag, Ch 1, 2, 3
Week 4	T 9/13	LEC: Zag 1, 2	
	TH 9/15	LEC: Zag 3 Assign: Checkpoints	
Week 5	TH 9/20	Visual Identity Assign: Personal Logo	
	T 9/22	Exam: Zag Visual Identity Continued	DBI - Ch 1 Basics DBI - Ch 2 Process DBI - Ch 3 Case Studies
Week 6	T 9/27	CRIT: Personal logo Thumbnail Sketches	

		LEC: Chapter 1 – Designing Brand Identity DBI Basics	
	TH 9/29	LEC: Chapter 2 - DBI Chapter 2 Process and 3 Case Studies.pptx Guest Speaker: Exercise: 10 Take-a-ways	
Week 7	T 10/4	LEC: Chapter 3 – Case Studies Assign: Brand Brief and Case Studies	
	TH 10/6	CRIT 1: Personal Logo Design	
Week 8	T 10/11	Work on Brand Brief and Case Studies	
	TH 10/13	CRIT: Brand Brief and Case Studies Presentations	DIYBD – All chapters
Week 9	T 10/18	LEC: DIYBD Assign: Major Project	Remember: Career Conference Thursday.
	TH 10/20	No Class: Career Success Conference - All Day Assign: Career Success Conference	
Makerspace			
Week 10	T 10/25	Field Trip: Tyler Innovation A: Makerspace Product	
	TH 10/27	Field Trip: Tyler Innovation A: Identity Package	
Week 11	T 11/1	Photo Lab – Photograph Projects	
	TH 11/3	Assign: Thumbnail Sketches	
Week 12	T 11/8	Critique: Sketches	
	TH 11/10	Work on Package	
Week 13	T 11/15	CRIT 1: Package	
	TH 11/17	Work on Package	
Week 14	T 11/22	Work on Package	
	TH 11/24	Thanksgiving	
Week 11	T 11/29	Work on Package	
	TH 12/1	Final Critique	